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## 16<sup>th</sup> RIODD Congress [29<sup>th</sup> september -1<sup>st</sup> october 2021]

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### Call for communication for the session: Human and inclusive entrepreneurship

Send your proposal at: [riodd2021-entrepreneuriat-ih@umontpellier.fr](mailto:riodd2021-entrepreneuriat-ih@umontpellier.fr)

Title of the session: **Human and inclusive entrepreneurship**

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#### Head(s) of the session:

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#### Presentation of the session

Our society is currently undergoing profound social, economic and environmental changes such as increasing inequality, increasing poverty, digital exclusion, risk of social breakdown, but also ecological awareness, explosion of the need for proximity and new models of society, etc. In addition, the crisis of COVID19 weakens the entire economic and social system, and accentuates disparities. One of the consequences of these changes is the erosion of the wage society in the sense of sociologist Robert Castel, the company being thought only in a sense of profitability and maximization of profit by forgetting in passing the noble sense of the company, the fight against precariousness, but also the improvement of the well-being of employees and of the Human in the general sense.

In this difficult economic and social context, several behaviours emerge. First of all, more and more people are turning away from paid work to become “entrepreneurs”, whether they are entrepreneurs of opportunity or necessity. Thus, in recent years we have seen a growing interest in entrepreneurship as a possible solution to escape long-term unemployment and poverty (Nakara et al. 2019; Kimmitt et al. 2019).

On the other hand, more and more entrepreneurs aware of the need to change business and management models, engage in a humanist management. It emphasizes the human condition and is oriented towards the development of human virtue, in all its forms, and its full extent (Melé, 2003). Humanistic entrepreneurship presents itself as a new approach that integrates the development and sustainable use of natural resources, better use of the production tool and greater investment in human capital (Kim et al., 2018).

This new approach encompasses three areas of research (entrepreneurship, leadership and HRM) and is defined as a virtuous and sustainable integration of entrepreneurship, leadership and HRM, leading to a beneficial improvement in the creation of wealth and quality jobs, perpetuated in a continuous cycle (Kim et al., 2018). In particular, the authors focus on the idea of self-propagation, i.e. a virtuous circle in the implementation of projects meeting these criteria, where the success of

the first induces a desire to implant new ones, and so on following a continuous chain.

The humanist entrepreneurship approach presents new perspectives on how to create new jobs and address the global challenges of the new millennium (Aguinis, 2011). In general, humanist entrepreneurship is a strategic posture that proposes new strategies for wealth creation. It has its roots in well-established fields of study in management science: CSR, which implies that companies have not only economic (and legal) obligations, but also certain ethical responsibilities (Carroll, 1991). It is part of the philosophical thinking that promotes ethics in the orientations and behaviour of economic agents. Even if traces of this discourse are already found in the works of philosophers of the last decade, there has since been a growing interest in the role of ethics and morality in management (Carroll, 2001), with a distinction between selfish orientation, altruist and biosphere of it (De Groot & Steg, 2008). The very image of the entrepreneur and his role are therefore questioned in this new approach.

Inclusive entrepreneurship also challenges the image of the innovative, modern and heroic entrepreneur, and requires special interest from the academic community. Several authors have shown the need to take into account the promoters of so-called invisible projects: forced to undertake and living in precariousness, suffering from digital exclusion that would allow them to develop their network, or those for whom entrepreneurship turns into disguised wage-earning, thereby bringing precarious employment under the pretext of more autonomy and independence (Fayolle and Nakara, 2012). Another type of risk concerns the health of these poor entrepreneurs living under constant stress (Nakara, 2020). In this context, it is essential to adopt an inclusive approach to entrepreneurship that ensures respect for individuals and their work. This will not happen without adequate and personalized support (Nakara & Fayolle, 2012).

Considering the diversity of entrepreneurship and entrepreneurs is paramount given the current context. For example, we have witnessed in recent years a strong growth in research such as entrepreneurship of necessity (O'Donnell et al. 2020), immigrant entrepreneurship (e.g. Dabić et al., 2020), entrepreneurship among refugees (e.g. Desai et al. 2020) or senior entrepreneurship (e.g. Maalaoui et al. 2020). In addition, these topics in connection with inclusion, and more broadly humanism in entrepreneurship, call on researchers to explore new theoretical approaches such as the DIY approach, implementation or institutional vacuum to name a few. Humanist entrepreneurship, as a strategic posture, is in fact only in its infancy and requires an effort of clarification (Kantur, 2016). These clarifications may include epistemological approaches (Parente et al., 2018), operationalization (Parente et al., 2020), etc.

The objective of this session is to invite researchers to seize these themes to foster inclusive, humanistic entrepreneurship with an impact on our territories and our economy of tomorrow. This is essential to contribute to the establishment of a transition, economic, social and environmental.

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### Instructions to authors

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Types of communications accepted:

- long paper (full paper)
- short papers (3,000 words max., sub-headings imposed: Introduction/Objectives (500 words max.); Literature Review (500 words max. ); Approach/methodology (500 words max.); Results (500 words max.); Discussion (500 words max.); Implications and limitations (500 words max.).

**Papers must be original (unpublished, not in an evaluation process in a journal or symposium). An anti-plagiat control of the papers will be carried out.**

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The papers must comply with the following presentation instructions:

In Microsoft Word format A4;

Line spacing 1.5 including bibliographic notes (in simple line spacing);

Police: Times New Roman, 12-point body;

Headings and subtitles in bold, numbered as 1, 1.1 and 1.1.1. ;

Page numbering in the middle and bottom of the page;

2.5 cm high, low, right and left margins;

Bibliographic references recalled at the end of the document;

Names of authors referenced in the body of the text in parentheses followed by the year of publication.

Papers that do not meet these layout requirements will be returned to their authors.

The communication proposal will be structured as follows:

- Title (in French and English)
- Authors (First Name, LAST NAME, Institution, Laboratory, Email)
- Abstract (French or English – 300 words max)
- Communication text (short or long paper)

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## Agenda

**26/04/2021:** reception of the communications (short paper – max 3000 words – or full paper)

**28/06/2021:** notification to the authors

**02/09/2021:** reception of revised paper, short or full, in their definitive version.